FINNISH LAPLAND FILM COMMISSION
PRODUCTION GUIDE
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Cover Photo: Jani Kärppä | Lappikuva
INTRODUCTION

WELCOME TO A WORLD OF EXTREMES

Lapland, the northernmost region of the country, is one of the most exotic areas in Finland. Lapland offers untouched wilderness combined with modern facilities. Thanks to the extensive road network and a booming tourism industry in the region, the wonders of nature are easily within reach. With four distinct seasons, Lapland offers versatile locations. The scenery changes from high fells* to beautiful lakes and rivers, from treeless Arctic land to deep pine forests. Top-class services for film crews including accommodation and transportation are at your disposal.

FILMING AT THE TOP OF THE WORLD

Over the decades, the unique landscapes of Lapland have been the setting for many feature and short films, television series and commercials as well as documentaries. The treeless tundra-like landscapes and snow-covered scenes can stand in for locations such as Siberia or the North Pole. Lapland also hosts film festivals, which take place in beautiful arctic surroundings.

In Sodankylä, The Midnight Sun Film Festival has been attracting world famous auteurs to Lapland since 1986. Founders Aki and Mika Kaurismäki still attend the festival regularly. Skábmagovat – the Indigenous People’s Film Festival – has been held in Inari every January since 1999. The festival celebrates Sámi culture.

*FELL
a small mountain
old, highly eroded, gently shaped terrain
a summit of greater altitude than a hill

FELLS IN FINNISH LAPLAND REACH HEIGHTS FROM 400 TO 1300 METRES.
EXPERTS ON HAND

Film Lapland (the Finnish Lapland Film Commission) provides free consultation for audio-visual productions in Lapland. Film Lapland offers location scouting, information on production facilities and locations in the region. The commission can help you and professionals and equipment for your production – be it feature, tv-series, commercial, animation or documentary.

This guide provides practical information on working and filming in Lapland as well as information on the production resources in Finland. We have also included data about sunlight, average temperatures and other issues to consider when making production decisions.
GOOD TO KNOW ABOUT FINNISH LAPLAND

- Accommodation capacity over 100,000
- Five airports provide easy access to every location
- The wonders of wild nature easily within reach
- Finnish Lapland can stand in for, for example, Siberia or the North Pole
ABOUT LAPLAND

Finnish Lapland is located for the most part above the Arctic Circle. The province of Lapland is Finland’s largest. It is bordered by Russia to the east, Norway to the north, Sweden to the west, and the Finnish province of Northern Ostrobothnia to the south.

The city of Rovaniemi is the urban heart of Lapland with about 62,000 inhabitants. It is the center of administration, commerce, tourism and culture in Lapland. As the capital of the province of Lapland, it is the gateway to Finnish Lapland with extensive train and flight connections. Lapland is the Land of the Midnight Sun. The sun does not set in midsummer and does not rise in midwinter. The Arctic Circle crosses Finland about 8 km north of Rovaniemi. The office of Santa Claus, Santa Claus’ Village, sits on the Arctic Circle.

SCENICALLY LAPLAND CAN BE DIVIDED INTO FIVE DISTINCT REGIONS:

The Kemi-Tornio area, so-called Sea Lapland, is bordered by the Northern Gulf of Bothnia. The close proximity of the Swedish border and the Tornio river are imbedded in the local culture.

Central and eastern Lapland, so-called Forest Lapland, is known for densely wooded pine forests.

The Rovaniemi district is the international center of urban life in Lapland.

Fell Lapland is an area in western Lapland with a cluster of fells including Pallas, Olos, Ylläs and Levi. There are many popular skiing resorts and culture destinations in the area.

Northern Lapland is characterized by treeless wilderness with sparse vegetation. The highest fells are found in Northern Lapland, rising above 1,000 meters.
AREA

The total area of Lapland is 99,300 km² (representing 30% of Finland’s total area). The land area in Lapland accounts for 93,000 km² and waterways take up to 6,300 km². Lapland’s greatest lake is Lake Inari (1,100 km²) in Inari. The highest point is Halti mountain (1,300 m) in Kilpisjärvi.

POPULATION

Lapland has a population of 180,000 habitants, which is about 3% of Finland’s population. The population density is 1.8 people/km². Finland is home to approximately 10,000 indigenous Sámi people (according to the Sámi Parliament).
LIVELIHOOD

Today, Lapland is a full infrastructure region with many sources of livelihood, such as the forestry and mining industries. These livelihoods utilize natural resources and have created the framework for a high-quality road network, which reaches even the remotest areas.

Tourism has been one of the mainstays of the economy for decades, and today it is the biggest employer in the service sector. Thanks to the tourism industry, high-quality services are within your reach everywhere in Lapland: accommodation, transportation and local guides, to name only a few.

Finnish Lapland is also world-famous for its proficiency in snow building. The best source to get the latest information about snow constructions is Film Lapland.

However, Lapland would not be Lapland without its most traditional source of livelihood, reindeer herding. There are approximately 200,000 reindeer in the area, so it is almost impossible to avoid contact with the native animal while traveling in Lapland.

FLIGHT CONNECTIONS

Lapland has airports in Rovaniemi, Kittilä, Ivalo, Enontekiö, and Kemi. The number and lengths of flights to each airport depend on season. In the high season (winter and spring), for example, direct flights come to Rovaniemi from London, Paris, and many German cities, and all flights are under 4 hours. Kittilä receives flights from Russia, Ukraine, France, Switzerland and more. Ivalo airport has a number of direct flights to Asia, and in the summer months, both Ivalo and Enontekiö are connected to the world through Helsinki. Chartered flights are also possible.

For more information on Lapland’s airports and flights, visit Finavia:
https://www.finavia.fi/fi/node/5424
FINNISH LAPLAND

- Depending on season, direct flights to Lapland for example from London, Berlin, Moscow, Manchester, Munchen, Frankfurt, Zurich

- Has five extremely characteristic areas with multiple choices for filming locations

- Offers 24 hours of daylight 2.5 months of the year

- Completely covered by snow for six months a year

- Provides access to comprehensive filming equipment
LOCATIONS

HIDDEN PLACE OF EXTREMES

Finnish Lapland leads the filmmaker to an entirely new world of extremes. Four seasons guarantee exceptionally unique locations with vast forests, large lakes, the biggest rivers in Europe, Arctic waters, rugged fells, and so much more.

Our five airports deliver easy and fast access to every location. A wide range of air, rail, and road connections mean that wherever you are in Lapland, you are never more than a few minutes from the untouched wilderness.

Photo: Antti Saraja
FINNISH LAPLAND

- Five extremely characteristic areas with multiple choices for filming locations
- Nearly 20,000 lakes and over 2,000 kilometers of rivers
- Several fells, with a highest peak of 1,324 meters
- Around 4.9 million hectares of forest
PEOPLE

A ‘can do’ attitude and an ‘everything is possible’ mentality are the driving forces for the people of Lapland. Filmmakers all over the world have shown their appreciation towards the hard-working locals for their enthusiastic and entrepreneurial spirit. Having a Lapland crew on board can be invaluable to your production, as the locals are accustomed to working in the rugged wilderness and cold conditions. Most people in Lapland speak fluent English.

THE SÁMI IN FINLAND

The Sámi are the only indigenous people of the European Union. Peoples in independent countries are regarded as indigenous if they are descended from the populations which inhabited the country, or a geographical region to which the country belongs, at the time of conquest or colonization or the establishment of present state boundaries and if they identify themselves as indigenous and retain, irrespective of their legal status, some or all of their own social, economic, cultural and political institutions.

The status of the Sámi was written into the constitution in 1995. They have, as an indigenous people, the right to maintain and develop their own language, culture and traditional livelihoods. There is also a law regarding the right to use the Sámi language when dealing with the authorities.

Since 1996, the Sámi have had constitutional self-government in the Sámi Homeland in the spheres of language and culture. This self-government is managed by the Sámi Parliament, which is elected by the Sámi. The Skolt Sámi also maintain their tradition of village administration, under the Skolt Act, within the area reserved for the Skolt Sámi in the Sámi Homeland. The Sámi Homeland is legally defined and covers the municipalities of Enontekiö, Inari and Utsjoki as well as the Lapland reindeer-herding district in the municipality of Sodankylä.

There are about 10,000 Sámi in Finland. More than 60 per cent of them now live outside the Sámi Homeland, which brings new challenges for the provision of education, services and communications in the Sámi language. The total Sámi population is estimated to be over 75,000, with the majority living in Norway.

In Finland, the definition of a Sámi is laid down in the Act on the Sámi Parliament and is mainly based on the Sámi language. According to the definition, a Sámi is a person who considers him- or herself a Sámi, provided that this person has learnt Sámi as his or her first language or has at least one parent or grandparent whose first language is Sámi. (Sámediggi / The Sámi Parliament).
PEOPLE FACTS

• Population of Finnish Lapland 180,000
• Sámi are the only indigenous people in the European Union area
• Lapland’s people have a deserved reputation for diligence and reliability
Filming in Lapland is simple thanks to a national law called Everyman's Right. It allows everyone free access to the land and waterways without having to go through the process of applying for a permit. However, landowners' permission is required for filming on personal property or land (for example, in a back yard or driveway).

Together with these wide-ranging rights comes the responsibility to respect nature, other people, and property. Special regulations in national parks and many nature reserves additionally limit activities such as camping, hunting, the use of motored vehicle, and access to sensitive areas during the nesting season. Such restrictions are listed separately for each area. The process of obtaining a permit from Metsähallitus, for example, for driving a motored vehicle in the National Park is fast and easy.

**EVERYMAN’S RIGHT**

**YOU MAY:**
- walk, ski or cycle freely, except very near people’s homes, or in fields and plantations which could easily be damaged
- camp out temporarily, a reasonable distance from homes
- pick wild berries, mushrooms and flowers, as long as they are not protected species
- fish with a rod and line
- use boats, swim or bathe in inland waters and the sea
- walk, ski, or drive a motor vehicle or fish on frozen lakes, rivers and the sea

**YOU MAY NOT:**
- disturb people or damage property
- disturb reindeer, game, breeding birds, their nests or young
- let pets off leash
- cut down or damage trees
- collect moss, lichen or fallen trees from other people’s property
- light open campfires without permission, except in an emergency
- disturb people’s privacy by camping too near them or making too much noise
- leave litter
- drive motor vehicles off road without the landowner’s permission
- hunt without the relevant permits
- fish with nets, traps, or a reel and lure without the relevant permits

*More information on Everyman’s Right: https://goo.gl/FNReaH*
Metsähallitus, a state enterprise, administers more than 12 million hectares of state-owned land and water areas, of which, 6.2 million hectares are in Lapland. Most of Finland’s scenic places like national parks and other places of natural beauty are governed by Metsähallitus.

**PERMITS AND MORE INFORMATION FROM METSÄHALLITUS, CONTACT:**

**Hely Juntunen**  
National Park Superintendent  
tel. +358 206 39 7634  
P.O.Box 8016, 96101 Rovaniemi, Finland  
hely.juntunen@metsa.fi


**PYHÄ–LUOSTO**  
**VISITOR CENTER NAAVA**

**Pekka Sulkava**  
National Park Superintendent  
tel. +358 206 39 7958  
Peuratie 15, 99400 Enontekiö, Finland  
pekka.sulkava@metsa.fi


**YLLÄSTUNTURI**  
**VISITOR CENTER HELLOHAS**

**Tarja Tuovinen, deputy superintendent**  
tel. +358 206 39 7751  
P.O.Box 36, Ivalotie 10, 99801 Ivalo, Finland  
tarja.tuovinen@metsa.fi

Contact for Lemmenjoki and Urho Kekkonen National Parks, Kevo and Sompio Strict Nature Reserves, Inari Hiking Area, Wilderness Areas in Inari and Utsjoki, Sevettijärvi–Näätämö area.

**NORTHERN LAPLAND**  
**NATURE CENTER SIIDA**

**Pekka Huhtamo, deputy superintendent**  
tel. +358 206 39 7039  
Luontotie 27, 99870 Äkäslompolo (Kolari), Finland  
kellokas@metsa.fi

Contact for Lemmenjoki and Urho Kekkonen National Parks, Kevo and Sompio Strict Nature Reserves, Inari Hiking Area, Wilderness Areas in Inari and Utsjoki, Sevettijärvi–Näätämö area.

**NORTHERN LAPLAND**  
**NATURE CENTER SIIDA**

**Pekka Huhtamo, deputy superintendent**  
tel. +358 206 39 7730  
Inarintie 46, 99870 Inari, Finland  
siida@metsa.fi

**NORTHERN LAPLAND**  
**NATURE CENTER SIIDA**

**Pekka Huhtamo, deputy superintendent**  
tel. +358 206 39 7730  
Inarintie 46, 99870 Inari, Finland  
siida@metsa.fi
The process of applying for a permit is effortless, and Finland’s regional film commissions are there to help you in every situation, every step of the way. Special traffic arrangements require a permit from the municipality or from the Finnish Transport Agency. The police should also be notified.

**Visas**

EU citizens have the right to enter Finland freely with a valid passport or an identity card. More information on visas and working in Finland:

**Working in Finland**

EU citizens and citizens of Iceland, Liechtenstein, Norway and Switzerland can freely work in Finland for a maximum of three months, after which they must register to reside in Finland. Citizens of countries outside the EEA need a worker’s residence permit to work in Finland.

EU based production companies are allowed to operate in Finland as long as they have received the required authority to do so in the country of their headquarters. Finnish working conditions also apply to foreign workers posted in Finland. Even non-union workers and those not covered by a collective agreement are still protected by Finnish employment law.

**Co-production and Film Financing**

**The Finnish Film Foundation** is an independent foundation, which is supervised by the Department for Cultural Policy in the Ministry of Education. It grants film production support. International co-productions with a Finnish producer can apply for financial support from The Finnish Film Foundation. http://ses.fi/en/funding/funding/

Finland offers a 25% **Cash Rebate** for film production costs accrued in Finland. Eligible costs include costs incurred from the production of an audiovisual work, including pre- and post-production, in Finland. Eligible costs incurred in Finland can be a maximum of 80% of the total production budget. The filming incentive is for feature films, documentaries, serial fiction and animation productions. http://finlandcashrebate.fi

**AVEK** (The Promotion Center for Audiovisual Culture) was established in 1987 by the Finnish copyright organization Kopiosto. AVEK is a promoter of independent audiovisual productions focusing on documentary films, short films and short animations. Approximately 40 - 50 film projects are funded annually. In total, the granted funds are around €1.8M. In Finland, AVEK is also the most significant promoter of media art. Annually, AVEK funds the production of around 60 - 70 works of media art with a sum of approximately €400.000. The annual AVEK Award is the largest media art award in Finland. International audiovisual or media art co-productions with a Finnish producer can apply for financial support from AVEK. **For more information:** http://www.kopiosto.fi/avek/en_GB/

**SATU** is an organization representing the field of independent producers of audiovisual content in Finland. SATU maintains a list of Finnish production companies at its website. http://www.satu.fi/english
WORKING FACTS FOR FOREIGN FILMMAKERS

• Applying for a permit is quick, effective and inexpensive
• Everyman’s Right makes filming in Lapland simple and affordable
PRACTICAL INFO ABOUT FINLAND

A valid passport is required when entering Finland (except for citizens of the Nordic countries or the EU). A residence permit is needed if the stay lasts longer than three months. Finland is a member of the EU, and all common travel regulations apply.

ECONOMY

Currency: EUR
Credit cards: American Express, Visa, Master Card, Diners Club, Eurocard.

Smaller villages might not have an ATM, but paying with credit card is usually an option.

BANKS

Osuuspankki, Danske, Nordea, Handelsbanken (and more) are open Mon-Fri from 10am to 4.30pm. ATMs are marked OTTO.

DRINKING WATER

Bring your water bottle and refill from the tap. Tap water in Finland is possibly the world’s purest. For convenience, shops and restaurants also carry bottled water.

ALCOHOL

Supermarkets, kiosks and gas stations sell only mild alcoholic beverages, such as beer and cider, which can be sold 9am - 9pm. Spirits and wines are sold by the state-owned chain Alko. The age limit for alcoholic beverages with less than 22% ABV is 18, and for stronger 20, although an 18-year-old can consume them in restaurants and bars.

DRIVING IN FINLAND

Finland has right-hand traffic. Headlights must be used at all times, and seatbelts are compulsory both in the front and the rear. The minimum age for driving is 18. From December 1st to the end of February, snow tires are required. The maximum speed limit for cars and buses is 100 km/h in summertime, (highways 120 km/h) and 80 km/h in wintertime (highways 100 km/h). In all urban areas and villages, the maximum speed ranges from 40 km/h to 60 km/h. The use of a mobile phone without a hands-free device while driving is not allowed and may result in a fine. Please note that in Finland emergency flashers are to be used exclusively in a case of emergency.

SMOKING

Smoking is banned in all indoor public places, with the exception of enclosed smoking booths in bars. You must be 18 to purchase cigarettes.
CALLING FINLAND FROM ABROAD

Dial the international access code of the country you’re calling from
> the country code of Finland (+358),
> the area code without the prefix 0,
> the local phone number.
For example, Lapland area code is +16.

CALLING ABROAD FROM FINLAND

Dial the international access code (00, 990, 994 or 999),
> the country code (without the prefix 0),
> the area code (without the prefix 0),
> the local phone number.

NATIONAL HOLIDAYS IN FINLAND

<table>
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<tr>
<td>New Year’s Day</td>
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<td>Epiphany</td>
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<td>Good Friday</td>
<td>Varies by year</td>
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<td>Varies by year</td>
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<td>Ascension Day</td>
<td>40 days after Easter Sunday</td>
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<td>All Saints’ Day</td>
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<td>Christmas Eve &amp; Day</td>
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Note: many national holidays vary yearly and May Day Eve, Midsummer Eve, and Christmas Eve are half working days.

Feel free to ask more about national holidays from Film Lapland.

HEALTH CARE

Everyone in Finland has the right to health care. Local authorities provide health services.

Emergency number: 112

Contact local health centers in case of minor injuries. For example, you can reach Lapland Central Hospital Emergency Clinic at tel. +358 (0)16 322 4800

Pharmacies are called apteekki in Finnish. Pharmacies are normally open from 9am to 5pm. In Rovaniemi, there is always at least one pharmacy open on weekdays from 9am to 9pm, and from 12pm to 8pm on weekends and holidays.
WEATHER

One destination. Four seasons.

The distinctive seasons of Finnish Lapland provide a diverse, adaptable, and dynamic filming location in which natural phenomena prevail.

Summers are characterized by endless bright nights as the sun never sets: the Midnight Sun offers a magical dreamlike atmosphere over Lapland. In the fall, the forests glow with autumn hues and provide an unforgettable display of reds, golds, and purples. Words are unnecessary when the Northern Lights dance in the sky from fall until very late in the spring.

In the snowy winter, nature reveals its harsh but romantic side. Mid-winter offers blue polar nights as the sun hides below the horizon in many parts of Lapland. Late winter is flooded with bright light as the sun reflects off the deep snow. Spring is a time of new beginnings as the snow and ice melt, bringing shades of green back to the landscape.

Please find tables and charts about daylight and average temperature from the Finnish Meteorological Institute below.

Finnish Meteorological Institute’s service number 24h:
tel. +358 (0) 600 1 0600 (3,85 €/min + Inc).

Photo: Markus Killi | Lapland Material Bank
FINLAND FACTS

- **Population**: around 5.5 million
- **Capital city**: Helsinki
- **Currency**: Euro
- **Emergency number**: 112
- **Drinking water**: perhaps the purest tap water in the world
- **Country phone code**: +358
- **Cellular phone network**: almost 100% countrywide GSM coverage, extensive 3G and 4G coverage
- **Internet**: WLAN is common
- **Voltage**: 220V / 50Hz, two-pin plug system, AC
- **TV / Video color encoding system**: PAL
- **Measurements**: Metric
# TABLES AND CHARTS

## SUNSET / DAWN

Instructions for reading the data sheets.

Dawn and dusk indicate that the sun is 10 degrees below the horizon, **Length of Day (LoD)** refers to the time between sunrise and sunset. **Length of Light (LoL)** is the time the sun is higher than 6 degrees below the horizon, i.e. including civil twilight.

## ROVANIEMI

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### UTSJOHI

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<th>SET</th>
<th>DARH</th>
<th>LOD</th>
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</table>

- Polar night, no sunrise

Sodankylä Geophysical Observatory [www.sgo.fi](http://www.sgo.fi)
AVERAGE TEMPERATURES (C°)

AVERAGE SNOW DEPTH (CM)
**CREW WAGES**

The Union of Film and Media Employees Finland (SET) is a labor union that operates under the Trade Union for Theatre and Media Finland (Teme).

Teme
Meritullinkatu 33 A 31
00170 Helsinki
tel. +358 (0)9 2511 2140
set@teme.fi
https://www.teme.fi/en/

These are union recommendations for salaries, based on the collective agreement in Finland. However, they are not legally binding for companies that are not members of Palta (the representative association for service sector businesses and organisations in Finland).
# Salaries for Independent Film Productions in 2018 (in Euros)

## Daily Salaries

<table>
<thead>
<tr>
<th>Pay Grade</th>
<th>Duration</th>
<th>Pay Grade I</th>
<th>Pay Grade II</th>
<th>Pay Grade III</th>
<th>Pay Grade IV</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>2 - 10 days</td>
<td>125.06</td>
<td>219.71</td>
<td>263.03</td>
<td>308.66</td>
</tr>
<tr>
<td></td>
<td>11 - 24 days</td>
<td>114.80</td>
<td>187.79</td>
<td>200.34</td>
<td>240.25</td>
</tr>
<tr>
<td></td>
<td>≥ 25 days</td>
<td>105.67</td>
<td>161.55</td>
<td>174.09</td>
<td>217.43</td>
</tr>
</tbody>
</table>

Production assisting (low responsibility, e.g. runner, lighting assistant etc.)

Practical professional work (camera assistant, electrician etc.)

Artistic and professional work (gaffer, key grip etc.)

Responsible artistic, technical or design work (director, DoP, editor etc.)

Normal working time is 8 hours per day, 5 days a week (40 hours) Monday through Friday. The first two (9th and 10th) extra hours are paid time and a half. The following hours (11th ->) are paid double. The first 8 hours of the 6th and 7th working days of the week are paid time and a half, the following hours are paid double.

## Monthly Salaries

<table>
<thead>
<tr>
<th>Pay Grade</th>
<th>Pay Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>1.852,70 - 2.179,15 Eur</td>
</tr>
<tr>
<td>II</td>
<td>2.494,71 - 3.171,79 Eur</td>
</tr>
<tr>
<td>III</td>
<td>3.060,57 - 3.798,18 Eur</td>
</tr>
<tr>
<td>IV</td>
<td>3.544,20 - 4.587,46 Eur</td>
</tr>
</tbody>
</table>

The pay grade is determined by the demands and responsibility of the work. This must be discussed and agreed by the employer and employee together. Holiday compensation pay in the collective agreement is 13.5%, according to law the minimum is 9% or 11.5%. The minimum wage in each pay grade will be raised by 5% if the person has over 8 years of working experience. The basic hourly wage is counted by dividing the monthly wage by 162.

# Salaries for Television Productions in 2018 (in Euros)

## Daily Salaries

<table>
<thead>
<tr>
<th>Pay Grade</th>
<th>Pay Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>107.78 - 128.79 Eur</td>
</tr>
<tr>
<td>II</td>
<td>152.16 - 214.14 Eur</td>
</tr>
<tr>
<td>III</td>
<td>177.57 - 285.26 Eur</td>
</tr>
<tr>
<td>IV</td>
<td>217.19 - 305.58 Eur</td>
</tr>
</tbody>
</table>

## Monthly Salaries

<table>
<thead>
<tr>
<th>Pay Grade</th>
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<td>I</td>
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<td>3.544,20 - 4.587,46 Eur</td>
</tr>
</tbody>
</table>
Finland

City which contains airport

km Kilometres from Rovaniemi

Main roads

Smaller roads

Flight time from Helsinki:
to Rovaniemi around 1 hour
to others around 1.5 hours
CONTACT INFO

A range of services at your disposal

We help you to find the most suitable locations, crew, filming equipment, production units, and other services. Maximize your time and budget, and get the most out of your stay on location in Lapland.

ANNA NIEMELÄ
Film Commissioner
anna.niemela@houseoflapland.fi
tel. +358 40 820 7375

HIRSIKKA PAAKKINEN
Junior Film Commissioner
kirsikka.paakkinen@houseoflapland.fi
tel. +358 40 354 3322
DO THE SOCIAL

@filmlapland  @filmlapland  @filmlapland
PHOTOGRAPHY GUIDELINES

FOR DEPICTING SÁMI CULTURE
Any photographs and other marketing depicting Sámi people and culture should be legal, decent, honest and truthful  
(see the International Chamber of Commerce's Advertising and Marketing Communication Practice).

**KEY PRINCIPLES REGARDING PHOTOGRAPHS DEPICTING SÁMI PEOPLE AND CULTURE:**

1. If a photograph depicts a Sámi, the person in the photograph should be a Sámi.
2. If a photograph depicts a person wearing a traditional Sámi gákti, the person wearing it should be a Sámi.
3. If a photograph depicts a Sámi gákti, the gákti should be an authentic Sámi gákti.
4. If a photograph depicts a person wearing a traditional Sámi gákti, the gákti should be worn in accordance with Sámi common law.
Any depictions of Sámi people and culture should be based on the principles of honesty, truthfulness and decency. Depictions of gákti should highlight the authenticity of the gákti and the fact that the gákti is being worn in accordance with Sámi common law. One example of Sámi common law is that men do not wear pieces of women’s gákti and vice versa. In other words, women cannot wear the traditional Four Winds hat or a men’s gákti. Additionally, gákti from different areas or Sámi groups should not be mixed. It should also be noted that winter gákti are not to be worn in the summer, and summer gákti are not to be worn in the winter.

The principle of decency also stipulates that people should not be depicted as dirty or wearing dirty and/or damaged clothing. Additionally, according to Sámi tradition it is important to be able to identify a person, as a result of which any Sámi people depicted should preferably be named.

The easiest way to ensure that the principles detailed above are followed is to employ a Sámi photographer, who is familiar with Sámi culture and the related cultural codes.

**GROUNDs**

The gákti is a major part of Sámi culture. The use of the gákti is regulated by unwritten norms, which are followed by all Sámi people. According to Sámi common law, the right to use a gákti is tied to a person’s Sámi heritage.

According to Sámi tradition, it is important to know a person, as a result of which it is customary for two people meeting each other for the first time to first go over their family histories. According to the United Nations Declaration on the Rights of Indigenous Peoples (A/RES/61/295), indigenous people have the right to maintain, control, protect and develop their cultural heritage, traditional knowledge and traditional cultural expressions.
These photography guidelines were prepared by the Finnish Sámi Parliament on 17th October 2016 in Inari, Finland. Parties consulted during the preparation of the photography guidelines included Sámi Duodji ry, the Sámi Education Institute and researcher Pia Nuorgam from the University of Lapland.